



April 10, 2024

Contact: Charlene Shirk, Assistant Vice President of Public Relations
shirkc@vystarcu.org

FOR IMMEDIATE RELEASE

VyStar Credit Union Sponsors Unidos En La Música: A Latin American Festival on May 4 in St. Augustine

Jacksonville, Fla. - VyStar Credit Union is proud to partner with Latin Community Services as the presenting sponsor to host the Unidos En La Música: A Latin American Festival dedicated to spreading knowledge of Latin culture by engaging, inspiring and unifying the community. The family-friendly event celebrates Latin America with a day filled with beautiful music, culture, dance and delicious food. The festival will be held at Francis Field, 25 West Castillo Drive in St. Augustine on Saturday, May 4 from 10 a.m. to 10 p.m.

General admission tickets are \$20 for adults and \$5 for children 4 years and older. Children 3 and under are admitted for free. VyStar members and employees receive a 15% discount online with the code VTSTAR. [Click here](#) for general admission tickets and VIP experiences. Free parking and shuttles are available at 212 King Street. Shuttles will run from 12 p.m. to midnight.

“VyStar is proud to partner with Latin Community Services to host this incredible event,” said VyStar Chief Human Resources Officer Kwanza Humphrey. “This event is an opportunity to enjoy the wonderful culture and heritage of Latin America right here in our own backyard.”

Unidos En La Música offers visitors a vibrant cultural experience, featuring captivating exhibits, delectable authentic cuisine, pulsating Latin music, a diverse array of vendors, engaging games, and enriching dance workshops. The bustling vendor marketplace showcases over 75 meticulously curated artisan vendors alongside 14 enticing Latin American food trucks and vendors. Attendees can enjoy an abundance of family-friendly activities, including soccer and baseball clinics, soccer darts, Tejo, the Aztec ball game, pinata festivities, sapo, dominos, and much more.

“We are honored to share our love of true Latino culture with visitors from all over Northeast Florida,” said Erika Weitz, Founder and CEO of Latin Community Services. “The festival continues to grow and reflect the deep connections and positive influence Latin American culture has had in America and here on the First Coast.”

There is so much to see and do at the festival, but a big draw is the live music. Entertainment this year features musical performances by Latin Grammy Award Winner Fonseca, Baba Caiman, LPT Salsa, Myrandas, Papayera la Arenosa. A limited number of Fonseca ‘Meet & Greet’ VIP Experience tickets are available.

[Click here](#) for more information about the event or visit unidosenlamusica.com.

To learn more about VyStar, please visit vystarcu.org

About VyStar Credit Union

VyStar Credit Union is the second-largest credit union headquartered in Florida, with over 80 branches and now serves more than 975,000 members with assets of over \$14 billion. VyStar is the largest mortgage lender in Northeast Florida and a major employer in the region with over 2,500 employees across the communities it serves. VyStar membership is open to everyone who lives or works in the 49



contiguous counties of Central to North Florida, 29 Georgia counties, and past and present military members and their families all over the world. For more information, visit vystarcu.org, and follow us on [Facebook](#), [Instagram](#), [X \(Twitter\)](#), and [LinkedIn](#).
